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CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

APRIL 9, 1990

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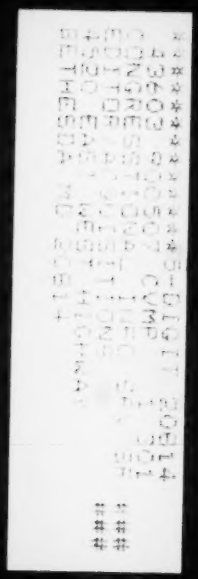
MIXED REVIEWS ON CABLE EEO

HDTV

Are you ready for 1993?



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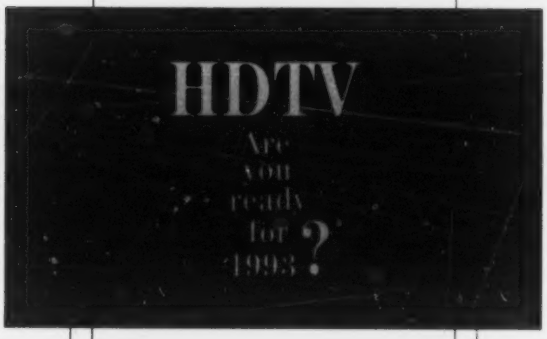
COVER STORY



FEATURES

PROGRAMMING 24
HA! launched just days ago with what many observers believe is a better shot at winning TV's comedy race than HBO's Comedy Channel

MARKETING 34
Network promotional campaigns grow bolder, simpler in their effort to grab viewer interest

TECHNOLOGY 47
Operators experiment with moving the consumer interface off the set and on to the side of a house or atop a utility pole

POLICY 56
A blueprint for reregulation is circulating in Washington as Congress and the FCC move toward action on cable

HDTV's New Ballgame . . .40
The FCC's decision to zero in on simulcasting sounds the starting gun for operators to prepare for 21st century TV

HANDBOOK

EEO Tremors 51
A soon-to-be-released report will find more than 100 operators in violation of government rules

Drug Testing 52
Operator liability for installers' criminal behavior has convinced some to test for substance abuse before hiring

DEPARTMENTS

BETWEEN THE LINES . . .8
Behind the LBS/Nostalgia deal; insurance costs for satellite launches likely to skyrocket after blowups; following NBC/Cablevision's Olympics pay-per-view venture; and MPAA watches a fire it set in cable reregulation

FORUM 22
Attorney John Cole Jr. meditates on the value of small pleasures: a night on the town, a cable subscription

CHANNEL HOPPING 32
Night by night, here's what the networks are serving up during National Cable Month

MONEY 62
Stock market moves and a rundown of recent acquisitions and transactions in cable

CABLE POLL 70
Ninety-four percent of cable systems have developed plans to comply with FCC's new CLI rules; 95 percent own testing equipment

PARTING WORDS 74
Three industry conventions occupy the same two-week period in September, and exhibitors are not happy

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ABP BPA

The CABLE POLL DATABASE

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Cable operators implementing CLI compliance programs before July 1 FCC rules kick in

By Larry Jaffee

Despite a Federal Communications Commission official's forecast at the last Atlantic Cable Show that the agency expected about 60 percent of the country's cable systems to fail the agency's new cumulative leakage index rules, 76 percent of the respondents to The Cable Poll™ survey last August said they would pass the test.

In the latest survey commissioned by Midwest CATV and *CableVision* magazine conducted in February, 94 percent of the 396 reporting systems said they have developed a plan to correct leaks, and 95 percent said they presently own equipment to test signals to insure CLI compliance on an ongoing basis.

Fifty percent said they completed work on correcting leaks. That's interesting, considering that when the survey was last taken in August 1989, 81 percent said they completed work on correcting leaks, signifying that the cable industry has been well aware of the need to be prepared for the forthcoming CLI rules.

Number 2 in a series of eight

However, 67 percent of the respondents in the latest poll believed that the FCC did not have the authority to permanently take away a cable system's right to cablecast some channels. In fact, 6 percent said the FCC couldn't levy monetary fines for non-compliance, while 16 percent said the FCC couldn't temporarily remove some channels.

"That's their opinion," responds John Wong, assistant chief of the FCC's cable branch. Apparently, those respondents weren't aware of the FCC ordering Paragon Cable of Graham, Texas to close down an unprecedented three mid-band channels and pay a $4,000 fine last November.

Wong can't estimate how many systems would fail today because the FCC's internal statistical reports won't be available before July or August. However, Wong senses that many operators "have gotten into high gear" since October. "A lot of funds are being allocated to the issue. But I still believe a certain number still have a problem."

According to the Cable Poll™, the size of system doesn't figure heavily in whether operators are making investments to insure CLI compliance, since 92 percent of the respondents with less than 10,000 subscribers and 94 percent with more than 50,000 subs said they own equipment to test signals on an ongoing basis.

But the size of MSO apparently does make a difference. Ninety-nine percent of both the MSOs in the top 25, and those that rank from 26-100, reported that they own the CLI equipment. However, once past the top 100 into mom-and-pop cable land, those operators with the equipment dips to 85 percent.

Also showing that the cable industry is getting ready for the rules is that percentage of systems that commissioned an aerial flyover or ground survey jumped from 61 percent in August 1989 to 72 percent in Feburary 1990.

Wong says the key for operators is continuous monitoring. "Systems can't be fixed overnight. Even though you fix a leak, a new bunch can crop up the next day. It could be squirrel season," he sums up. ■

Adding up your answers:

Do you think that the FCC will PERMANENTLY remove your right to cablecast some channels?

Subscribers

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
% Yes	20	19	20	28
% No	67	67	71	59
% Don't know	14	15	9	13

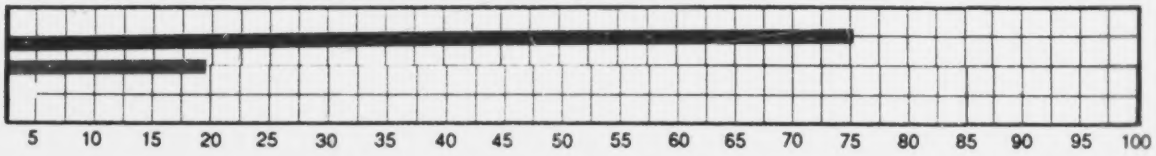
Does your system presently own equipment to test signals to insure compliance with the cumulative leakage index rules on an on-going basis?

Subscribers

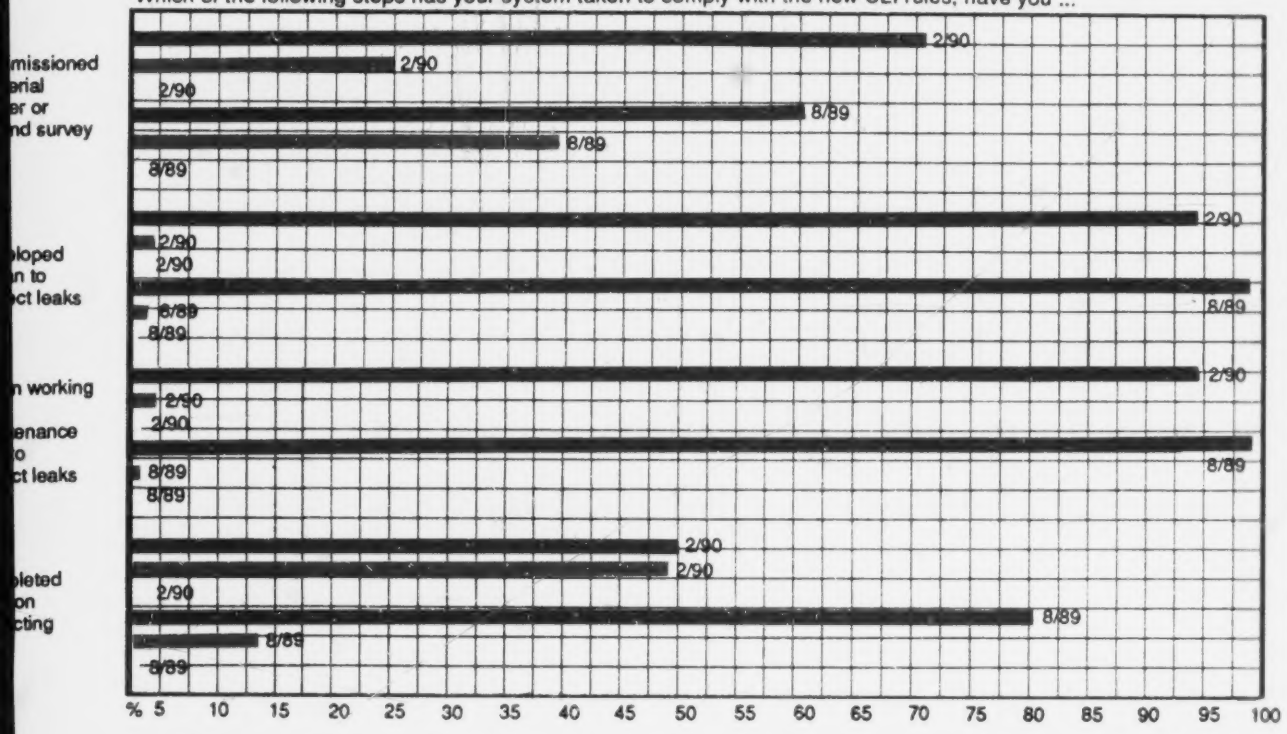
	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
% Yes	95	92	99	94
% No	5	8	1	0
% Don't know	1	0	0	6

HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

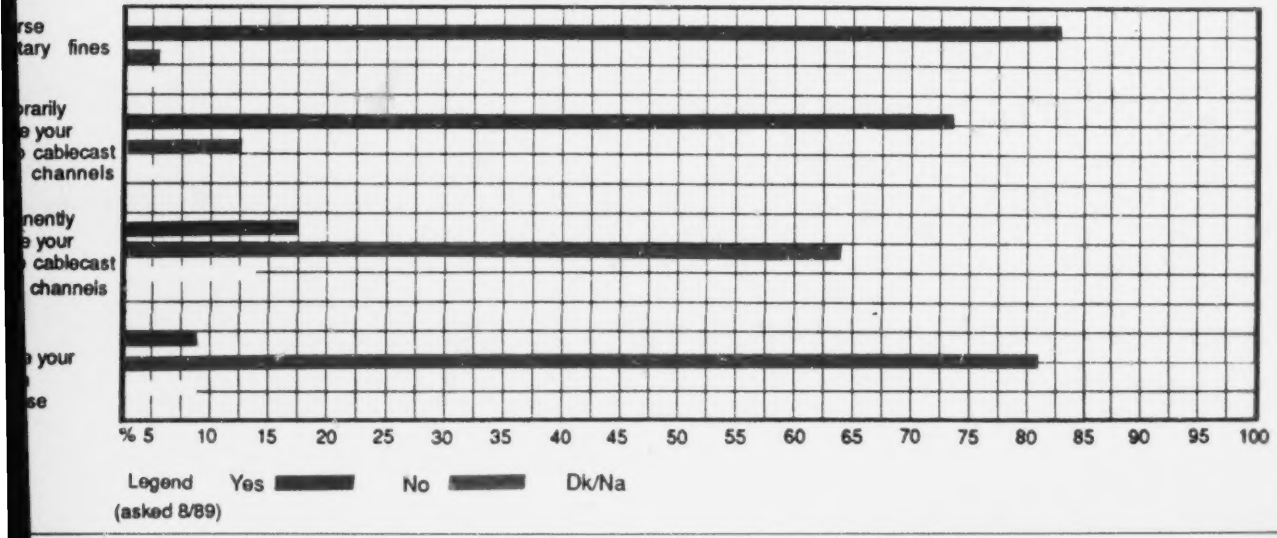
As you probably know, the FCC's cumulative leakage index rules take affect on July 1st of this year, if your system were inspected today, do you think it would pass the leakage rules?



Which of the following steps has your system taken to comply with the new CLI rules, have you ...



Which of the following do you believe are possible punishments that can be levied by the FCC for non-CLI compliance? Can the FCC...?



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Subscriber Count

Satellite national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	450	9,200,000
Alternate View Network	300	4,500,000
Arts & Entertainment Network (A&E)	4,900	43,000,000
Black Entertainment Television	2,150	25,500,000
CNBC	950	14,500,000
Cable News Network	12,590	54,400,000
Channel America	3	67,529
C-SPAN	3,764	48,100,000
C-SPAN II	738	20,100,000
The Comedy Channel	500	6,000,000
Country Music Television	1,791	10,300,000
The Discovery Channel	7,052	47,400,000
Eco/Galavision	300	1,000,000
ESPN	21,500*	55,340,000
Eternal Word Television Network	580	13,300,000
The Family Channel	8,659	47,297,000
Family Guide Network	60	4,500,000
FamilyNet	356	4,031,155
Financial News Network	3,550	32,700,000
FNN Sports	1,600	20,000,000
HA! TV (new)	N.A.	N.A.
Headline News	4,671	40,900,000
Home Shopping Network	1,488	16,928,895
Home Shopping Network II	384	6,796,525
The Inspirational Network	795	6,417,000
International Television Network	25	7,868,900
J.C. Penney TV Shopping Channel	150	6,100,000
KTVT	481	3,600,000
The Learning Channel	1,228	19,200,000
Lifetime	4,600	46,400,000
Mind Extension University	156	8,000,000
Mizlou Sports News Network	N.A.	5,000,000
MTV	6,015	49,700,000
Movietime	500	14,000,000
The Nashville Network	8,604	48,000,000
National College Television	194	5,600,000
Nick At Nite	3,725	46,500,000
Nickelodeon	7,100	48,500,000
The Nostalgia Channel	430	8,540,000
Prevue Guide	607	14,966,939
QVC Network	3,000	35,000,000
RFD TV	30	2,182,190
Silent Network	206	14,600,000
SportsChannel America	25	2,100,000
TBS Superstation	13,351	52,600,000
Telemundo***	8	110,000
TNT	4,700	40,000,000
The Travel Channel	511	14,000,000
Trinity Broadcasting Network	890	12,400,000
Univision***	500	509,500
USA Network	10,100	51,500,000
VH-1	3,000	34,600,000
Vision Interfaith Satellite Network	402	7,500,000
The Weather Channel	4,200	43,043,000
WGN-TV	12,248	31,000,000
WWOR-TV	2,900	13,500,000
WPIX-TV	840	9,378,474
WSBK-TV	73	227,936
Bonus/basic services		
American Movie Classics	2,000	24,000,000
Bravo	400	4,000,000
Pay services		
Cinemax	3,650	6,600,000
The Disney Channel	6,100	5,003,000
Home Box Office	7,400	17,000,000
The Movie Channel	3,250	3,000,000
Showtime	6,000	7,300,000
Tuxxedo Network	26	20,000
Audio services		
AEI Lifestyle	142	2,578,838
AEI StarTracks Vocal Hits	26	854,390
C-SPAN Audio Network	8	548,100
C-SPAN Audio Network II	4	440,700
Cable Radio Network	62	2,300,000
Galatic Radio	165	4,300,000
KKGO Super Jazz	18	133,639
Moody Bible Institute	63	1,058,368
Satellite Radio Network	237	483,000
Tempo Sound	125	1,250,000
WFMT Chicago	170	1,259,804
Text services		
AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable SportsTracker	40	1,175,870
EPG	127	4,446,737
EPG Jr.	366	379,570
Genesis Storytime	39	1,550,000
Reuters NewsView	127	2,437,000
Computer services		
DBC/MarketWatch	462	N.A.
Electric Toy Box (new)	600	N.A.
X*Press Executive	545	30,000
X*Press X*Change	545	N.A.
Cross-channel promotion services		
NuStar	351	10,097,742

Non satellite-fed national services

Basic services	Affiliates	Subscribers
Cable Video Entertainment	650	16,000,000
Consumer Classified Ad Network	3	195,000
Fuji Network	3	12,000
Vector Consumer Shopping Guide	9	325,000
Pay services		
Nippon Golden Network	5	13,600

Interactive services

Basic services	Affiliates	Subscribers
Video Jukebox Network	40	4,000,000

Regional services

Basic services	Affiliates	Subscribers
Arizona Sports Programming Network	N.A.	210,000
Atlanta Interfaith	3	225,000
Bay Area Religious Channel	6	113,000
Cable TV Network of New Jersey	34	1,396,451
The Ecumenical Channel	9	170,000
Florida Tourism Channel (new)	20	754,000
KBL Entertainment Network	67	1,200,000
Life Newsvision	35	50,000
Madison Square Garden Network	168	3,475,000
Meadows Racing Network	14	600,000
News 12 Long Island	4	594,000
Midwest Sports Channel	90	275,000
Niagara Frontier Sports Network	13	800,000
Northwest Cable Sports Network	3	700,000
Pacific Sports Network	N.A.	1,000,000
Pennarama	28	750,000
Prime Cable	9	381,938
Prime Sports Network	108	675,000
Prime Sports Network (Northwest)	N.A.	1,300,000
Prime Sports Network (Utah)	26	273,000
Prime Ticket	163	3,800,000
SportsChannel (Chicago)	70	1,600,000
SportsChannel (Ohio)	11	610,000
SportsChannel (Philadelphia/new)	27	500,000
Sunshine Network	200	2,800,000
Pay services		
Home Sports Entertainment	250	1,700,000
Home Team Sports	180	1,500,000
New England Sports Network	171	317,201
Prism	87	427,000
Pro-Am Sports	200	500,000
SportsChannel (Florida)	54	950,000
SportsChannel (Los Angeles)	76	125,000
SportsChannel (New England)	164	1,200,000
SportsChannel (New York)	103	1,300,000

Note: Figures for affiliate/subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Cable Stats, 345 Park Avenue South, 9th Floor, New York, NY 10010.
N.A. denotes information not available. *Includes MMDS and SMATV systems. **Count represents standalone affiliates/subscribers; portions of SC America are carried on Home Team Sports and the SportsChannel family of regional services. ***Spanish-speaking households.